

Social Media Content Creator

VIRTUAL STUDENT FEDERAL SERVICE



Project Title	Social Media Content Creator
Project Summary	Create social media content across multiple platforms to highlight U.S. policy in the Caribbean and amplify U.S.-Caribbean successes in support of strategic messaging campaigns.
Country	United States
Country/Region of Focus	Latin America and the Caribbean

Project Description

Create social media content to implement the “Year of the Caribbean” strategic messaging campaign to a public audience. Each month from June 2019 to June 2020 will highlight an aspect of the U.S.-Caribbean relationship. You will highlight the successes of this partnership through articles, blogs, infographics, memes, and videos. This material will be posted to the official webpage, and provided to all U.S. embassies in the Caribbean for use on their social media platforms.

Required Skills or Interests

Skill(s)

Cultural diplomacy

Data visualization

Design thinking

Editing and proofreading

Infographic design

Marketing

Social media management

Storytelling/blogging/vlogging

Videography

Additional Information

The U.S.-Caribbean relationship is of great importance. Often called our “Third Border,” the Caribbean shares not only borders, we also share common interests, culture, and heritage. You will work with the Office of Caribbean Affairs to raise public awareness on the “Year of the Caribbean” which highlights U.S.-Caribbean 2020 strategy and the U.S.-Caribbean Resilience Partnership, through the creation of social media content, which may include articles, blogs, infographics, memes, and videos. Your materials will be used throughout the Caribbean region and you’ll be able to see your work posted on the official webpage. This is a great opportunity to learn how diplomacy engages with the public on important policy issues through the use of social media.

Language Requirements

None